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## IN THE CLAIMS:

1. A fibrous absorbent article for absorbing body fluids comprising:

a fibrous material suitable for absorbing the body fluids; and

a molecular sieve disposed within the fibrous material to absorb odors from the body fluids, said molecular sieve has a natural zeolite of the clinoptilolite species with potassium as a primary exchangeable cation.

2. The fibrous article as defined in claim 1, wherein said zeolite is a thermal type 3 clinoptilolite.

3. The fibrous article as defined in claim 2, wherein said thermal type 3 clinoptilolite is a potassium aluminosilicate natural clinoptilolite.

4. The fibrous article as defined in claim 1, wherein said potassium is present in an amount of the order of 4.3% of the zeolite.

5. The fibrous article as defined in claim 1, wherein said zeolite has a solid density of 87 lbs/ft<sup>3</sup>.

6. The fibrous article as defined in claim 1, further comprising one or more secondary exchangeable cations.

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7. The fibrous article as defined in claim 6, wherein the one or more secondary exchangeable cations is selected from the group consisting of calcium, magnesium and sodium.

8. The fibrous article as defined in claim 1, wherein said molecular sieve experiences reversible dehydration when subject to a wide temperature range from zero to 600 degrees C, while experiencing a very small crystal lattice contraction.

9. The fibrous article as defined in claim 1, wherein said molecular sieve has a natural crystalline aluminosilicate with a high silica to aluminum ratio, and wherein said molecular sieve contracts only slightly on activation so that internal surfaces of said molecular sieve remain open and available to attract odoriferous molecules thereby insuring good odor adsorption within the pores.

10. The fibrous article as defined in claim 1, wherein the effective amount of said molecular sieve disposed in the fibrous article is no less than about 0.018 grams.

11. The fibrous article as defined in claim 1, wherein the effective amount of said molecular sieve disposed in the fibrous article is no less than about 0.030 grams.

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12. The fibrous article as defined in claim 1, wherein the effective amount of zeolite in the fibrous article is about 0.12 grams.

13. A fibrous absorbent article for absorbing body fluids comprising:

a fibrous material suitable for absorbing the body fluids; and

a molecular sieve disposed within the fibrous material to absorb odors from the body fluids, said molecular sieve has a natural zeolite of the chabasite species with sodium as a primary exchangeable cation.

14. The fibrous article as defined in claim 13, wherein said chabasite is a sodium aluminosilicate.

15. The fibrous article as defined in claim 13, wherein said sodium is present in an amount of the order of 6.7% of the zeolite.

16. The fibrous article as defined in claim 13, wherein said zeolite has a solid density of 108 lbs/ft<sup>3</sup>.

17. The fibrous article as defined in claim 13, further comprising one or more secondary exchangeable cations.

18. The fibrous article as defined in claim 17, wherein the one or more secondary exchangeable cations is selected from the group consisting of calcium and magnesium.

19. A method of incorporating zeolite in a tampon comprising:

incorporating zeolite powder in a binder;

passing a non-woven web through the binder containing the zeolite powder;

removing excess binder from the non-woven web; and

drying the non-woven web.

20. The method as defined in claim 19, further comprising the step of rolling the dried non-woven web.

21. The method as defined in claim 20, further comprising the step of cutting the rolled non-woven web into strips.

22. The method as defined in claim 19, further comprising the step of cutting the dried non-woven web.

23. A method of incorporating zeolite into a tampon comprising:

distributing zeolite granules on a first non-woven web;  
and

bonding a second web to the first web so that the zeolite granules are sandwiched therebetween.

24. The method as defined in claim 23, further comprising the step of cutting the bonded first and second webs into strips.

25. The method as defined in claim 24, further comprising the step of incorporating each strip into a tampon.

26. A method of incorporating a zeolite into a tampon comprising:

suspending zeolite powder and a suspension aid in a liquid to form a liquid suspension;

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dispensing the liquid suspension on an absorbent pad;  
and

forming the absorbent pad into a tampon.